

BABYLAND.

ONLY FIFTY CENTS A YEAR.

The Only Magazine in the World for the Babies!

Dainty stories, and pictures, and rhymes of baby life! Eight pages, thick amber paper, large print, words divided into syllables.

Just what *your* baby wants!

ENTERPRISE.

We copy the following from *The American Book-seller*, New-York:

Few people can have failed to notice the great enterprise, if they have not observed the scrupulous care with which Messrs. D. Lothrop & Co. have published a class of books adapted to the highest culture of the people.

It is only ten years since they commenced the work of publishing, and their list now numbers more than six hundred volumes.

We are glad to make record, that brave and persistent following of a high ideal has been successful.

Messrs. D. Lothrop & Co. have given special attention to the publication of books for children and youths, rightly considering that in no department is *the best*, as regards literary excellence and purity of moral and religious reading, of so great importance. Yet the names of works by such authors as Austin Phelps, D. D., Francis Wayland, and Dr. Nehemiah Adams on their catalogue, will show that maturer readers have not been uncared for.

Of their work projected for the coming season, we have not room to speak in detail; it will suffice for the present to say that it is wide in range, including substantial and elegantly illustrated books, all in the line of the practical and useful, and fresh in character and treatment.

Their two juvenile magazines, *Wide Awake* and *Babyland*, are warmly welcomed in every part of the English-speaking world.

We advise any of our readers who desire to know more about these publications, to send to D. Lothrop & Co., Boston, for an illustrated catalogue.

All who visit their establishment, corner of Franklin and Hawley streets, will not only be courteously welcomed and entertained, but will have the pleasure of seeing one of the most spacious and attractive bookstores in the country.

D. Lothrop & Co's Publications.

The autumn and holiday list of D. Lothrop & Co. is peculiarly valuable and attractive, not only for the character of the publications it represents, but for the variety of subjects it covers, and for the elegant and substantial style in which the books it includes are brought out. The catalogue of the past and present works issued by this house numbers more than 700 titles, and it is a remarkable fact that nearly all of them fulfil a special want of the public, and meet with a steady sale. Of the more important books in the present list are new editions of standard works, among them, Bunyan's *Holy War*, in clear large type, on heavy paper and with a large number of illustrations, one of the finest editions ever issued in this country; Dr. Adams' *At Eventide*; Dr. Dorchester's volume, *Concessions of Liberalists*, which has met with unexampled success; a new and elegant edition of *Pilgrim's Progress*, uniform in style with the Golden Treasury series, with gilt edges and containing seventeen full page illustrations. Several works by prominent authors are in preparation, which will be duly announced.

In the line of books for young people the list of this firm is especially rich. No other American house furnishes a catalogue more attractive, or draws a sharper line between what is good and what is bad in literature. Among the books now in active preparation, and which will be issued the coming summer and fall, are Miss Yonge's series of *Young Folk's Histories*, one volume of which will be issued monthly. The first volume will be upon Ger-

many, to be followed by others upon *Greece*, *England*, *France* and *Rome*. They will be brought out in handsome style, in clear type, on fine white paper, beautifully bound and illustrated. A book of special interest which will appear in the fall is entitled *Amy's and Marion's Voyage Around the World*. It is from the pen of a daughter of the Rev. Nehemiah Adams, who, with her sister, really made the journey about the globe, in company with their brother, Capt. Adams. It will be fully illustrated from original photographs. *Royal Louis*, a story for the older boys, by Charles R. Talbot, will create a decided sensation among those for whom it is specially intended. It is one of the most fascinating books published for the last half-dozen years, and is as pure in tone as it is lively in incident. Pansy (Mrs. Alden) and Faye Huntington, two of the best writers of religious literature in the country, appear as joint authors of a story for girls, called *From Different Standpoints*. Two other volumes, *That Boy of Newkirk's* and *Corrie Ellsworth*, also appear in the list, together with a new book of poems for home and school. New editions in quarto form of *Young Rick*, *Cooking Club of Tu Whit Hollow*, *Good for Nothing Polly*, and *Nan*, the *New-Fashioned Girl*, all popular and rapidly selling books, are announced for early issue.

The house has in preparation an elegantly illustrated work which is intended as a religious gift book for the holidays. It is called *Out of Darkness into light*. The designs are from the pencil of Mary A. Lathbury, whose talent for illustration is well known. It is proposed, to make it the most popular presentation book of the season, not only in style and character, but in price.

The popular belief that anything was good enough for children to read has undergone a very decided change during the past few years. Thirty years ago the books which made up our Sunday-school libraries were dull beyond belief. They repelled rather than attracted, not because they were moral in tone, but because they lacked sympathy and interest. The writers were good people, and imbued with the best of motives, but they seemed to forget that children required altogether different literary pabulum from grown people. The result was what might have been expected. The books which ought to have attracted them were discarded for sensational stories whose literary style was execrable and whose morals were always doubtful. One of the first bookpublishing houses in the country which attempted to reform this condition of things was that of D. Lothrop & Co. Mr. Lothrop had long believed in the possibility of a pure and elevated standard of literature for the young, which should combine talent of a high degree with moral and religious teaching, and which, in addition to these qualifications, should be bright, sharp and entertaining. It required determination, courage and money to carry out this idea, but it was carried out, and to-day Mr. Lothrop stands at the head of a house which publishes more and better books for juvenile and young people's reading than any other in the country. The best available talent is secured, and the dress in which his books appear is unsurpassed for beauty and durability. Many publishers exhaust themselves in bringing out a single illustrated juvenile for the holidays, while this firm offers perhaps a dozen, equally attractive, and immensely superior to the reproduction of English juvenile publications with which the book-market is flooded during the holiday season.

Of the works lately published by this house in the special juvenile list, the four *Wide Awake* Pleasure Books, "A," "B," "C" and "D," are prominent. They are as seasonable one time as another, and will be a perpetual pleasure to young readers. *Sunshine for Babyland*, *Mother's Boys and Girls*, *Our Darlings*, and *Little People*, the last three by "Pansy," also appear in the same catalogue, and with a score or more others are brought out in illustrated board covers.

The books which are now preparing in the same popular style, make a long and attractive catalogue. Chief among them is *Wide Awake Pleasure Book "E,"* which is announced to be ready for the trade August 1st. It will contain a large number of delightful stories and poems by well known authors, splendidly illustrated. Among the contents are *Sophie May's "Solomon's Seal,"* "Child Marion's" adventures in Rome, Venice and Vienna, poems by Celia Thaxter, Mrs. Whiton, R. H. Stoddard, Nora Perry, Edgar Fawcett, Mrs. Piatt, Clara Doty Bates, etc. The volume is intended specially for the holidays, and in elegant appearance as well as intrinsic merit will compare in the way of a juvenile gift book with anything yet published. A new book by Adam Stwin, and one that will make